



PRESS RELEASE

December 29, 2010

CONTACT: Mychelle Blake
702.966-8060 *PST*
MBlake@apdt.com

The Association of Pet Dog Trainers Announces Official Contests for January 2011 "National Train Your Dog Month!"

The APDT's annual campaign to promote the benefits of positive training and socialization continues in January 2011 with contests to engage the dog-owning public and dog trainers.

Greenville, SC – Hundreds of thousands of dogs have been turned into animal shelters because their owners didn't know how to deal with behavior problems and couldn't find a reliable resource to help them. The APDT has designated the month of January as **National Train Your Dog Month** to bring awareness to the importance of socialization and training, and most of all, to inform the public that training your dog can be simple and fun! January was selected as the perfect month because so many dogs and puppies are adopted and brought home during the winter holidays. Our desire is to help these new pet parents start off the new year with their newest family member in the best way possible.

In 2010 the APDT kicked off the first annual **National Train Your Dog Month** campaign. We were overwhelmed with the enthusiastic and creative participation of our dog trainer members and in 2011 we plan to extend participation to the dog owning public! In addition to the materials available for free download from the event website, www.trainyourdogmonth.com, we encourage the public and dog trainers to enter our photo and video contests designed to promote the importance of training and socialization for all dogs.

The APDT hopes that the everyday dog owners, shelters, and other professionals in the pet care community will visit the event website (www.trainyourdogmonth.com), so they can learn more about how easy and fun training can be. It is the APDT's belief that a better understanding of dog behavior can lead to happier, healthier and harmonious households for humans and canines.

Since 1993, the APDT has promoted education for dog trainers. With more than 5,000 members who are willing and able to assist dog owners, the APDT is the largest professional organization for dog trainers in the world. We encourage anyone interested in learning more about their dogs to visit our web sites www.apdt.com and www.trainyourdogmonth.com for more information and resources.

Please join the APDT in celebrating National Train Your Dog Month!

* * * * *

Located in Greenville, SC, the APDT is a professional educational organization of trainers who are committed to becoming better trainers through using positive, dog friendly methods based on sound scientific principles. With over 5,000 members worldwide, the APDT strives to provide professional dog trainers with a respected and concerted voice. The APDT promotes caring relationships between dogs and people and works to increase public awareness of dog-friendly training techniques. For more information, visit the APDT Web site at www.apdt.com.